



2016 Strategic Plan Accomplishments

Board of Directors

Objective 1: Ensure the Board of Directors is fulfilling the mission of the Association - *Accomplished*

Objective 2: Safeguard the sustainability of the Annual Conference with appointments of future Conference Planning Committee Chairs for 2017 and 2018 – *Accomplished* for 2017 year.

Objective 3: Finalize with MACRAO’s attorney the association’s non-profit status as well as federal and state tax exemptions - *Accomplished*

Objective 4: Establish an association budget and strategic plan for the 2015-16 - *Accomplished*

Objective 5: Review/revise existing handbooks and policies to ensure continued relevance; establish new policies and procedures as necessary - *Accomplished*

Objective 6: Collaborate with committee chairs and co-chairs to ensure the association fulfills its mission and vision - *Accomplished*

Objective 7: Ensure the association is sustainable in terms of finances and leadership - *Accomplished*

Audit

Objective 1: Annually review the association’s financial reports to ensure there are no improprieties - *Accomplished*

Objective 2: Publish a written report of audit findings for the membership prior to the annual meeting - *Accomplished*

College Articulation

Objective 1: Revise the MACRAO Outstanding Transfer Program Award.-*Accomplished*

The revised requirements and a new title (Innovation in Transfer) for the award were developed used to choose and present the award recipient at the 2016 Annual conference. The recipient for 2016 was Bay College.

Changing the approach and scope of the award gave greater opportunity for inclusion. MACRAO communication tools (Newsletter, Listserv, and MACRAO website) were utilized throughout the year.

Objective 2: Provide ongoing MTA training & information sessions

when requested. – *Ongoing*

Although solicitations were made to several related organizations, (e.g. MCPA, MIACDA, MACAC, and others) no requests were received

Objective 3: Review and revise when applicable MACRAO website information that pertains to the committee. - *Accomplished*

Objective 4: Act as a moderator for MTA issues when applicable. *Ongoing*
Received and responded to 13 MTE email questions

Objective 5: Assist with the distribution of MTA updates to the MACRAO community.-*Accomplished*

MTA materials were updated as a result of the MTA 2.0 ad hoc committee.

Objective 6: Plan and host the Summer Summit.- *Accomplished*

Total of 87 registrants with 86 in attendance. The participants represented 17 community colleges, 13 public universities, and 13 private college and universities. A number of session were added to the annual conference.

Objective 7: Develop and submit 6 – 7 breakout sessions for consideration for the MACRAO Annual Conference. – *Accomplished*

12 sessions were submitted, with eight sessions approved and presented

College Day / Night

Objective 1: Explore use of scanners at college fairs. – *Accomplished*

Implemented scanner use at MACRAO fairs for Fall 2016. Received good feedback from MACRAO institutions, DASUM, host site coordinators and from attendees at annual conference session/roundtable.

Objective 2: Review and revise current college fair guidelines and tips as well as survey. – *In Progress*

Updated guidelines and other committee documents and working on updating and creating an online fair evaluation. Also updated documents on MACRAO website.

Objective 3: Increase use of technology in schedule process to improve process, schedule for fall 2016, Spring 2017. – *Accomplished*

Used Google Docs (Excel) to effectively organize and schedule MACRAO sanctioned fairs. Helped communication between committee members as well. Received positive feedback from MACRAO institutions on the efficiency of the fair calendar. Helped cut down “rogue” fairs and promote collaboration between host sites.

Objective 4: MACRAO annual conference session submissions. – *Accomplished*

Presented at the annual conference, the guidelines of MACRAO fairs. Received feedback from attendees to help set future objectives for committee.

Conference Planning

Objective 1: Plan, promote, and host a successful annual conference - *Accomplished*

Received excellent ratings and feedback from attendees.

Data & Technology Applications / MTN

Objective 1: Under Review - *Accomplished*

Enrollment Management

Objective 1: Broaden the conversation throughout the state re: EM and confirm that MACRAO is a leader setting the standard of EM best practices. – *Ongoing*

The committee hosted the enrollment management roundtable at the annual conference. A few topics were planned, but additional topics were brought up by the attendees.

Objective 2: Determine the need for a free- standing EM workshop – *Ongoing*

Considering the need for a pre-conference session and free-standing webinar/workshop series.

Objective 3: MUUGA next phase of data review re: effectiveness and sharing institution us of this doc.- *Ongoing*

Reviewed survey responses. Outcomes have not yet been realized.

Equity in Education

Objective 1: Increase attendance at Equity in Education workshop. – *Ongoing*

The Equity in Education workshop did not have enough people sign up to merit moving forward with the workshop. We would like to explore the possibility of collaborating with another committee (like Professional Development) or an outside organization (i.e. sister organization in MACAC: Inclusion, Access, and Success). We would also like to change the format of the workshop to make the day more interactive.

Objective 2: Increase committee awareness. – *Ongoing*

Given somewhat smaller and less-consistently active membership, EIE has discussed ways for members to recruit more members, as well as increase our general awareness among MACRAO members. Included in these efforts are plans to contribute monthly to the MACRAO newsletter.

Objective 3: MACRAO Annual Conference Session Submissions. – *Accomplished*

We submitted two conference session proposals and both were accepted.

Legislative Issues

Objective 1: Defining the roles of chair/co-chair and committees and their responsibilities on L.I. committee. – *Accomplished*

Defined within leadership manual. Improved communication between chairs led to an easy and thorough transition in Nov. 2016.

Objective 2: Clarify our role within MACRAO – *Accomplished*

MACRAO earned non-profit status in 2016. MACRAO attorney provided clarification of non-profit ability/restrictions on advocacy. Capital visit received green light for 2016.

Advocacy Day approved, BOD communicated budget and information on approved

advocacy practices.

Objective 3: Facilitate for our members – *Accomplished*

Continued to communicate legislative issue topics to the membership. Provided updates throughout 2015-2016, hosted 4 sessions at annual conference. Published legislative issues “How-To” document for members.

Objective 4: Capital Visit – *In Progress*

Proposed in 2014-2015, and event for all members in collaboration with MACAC and MSFAA. Granted event budget by BOD, see objective #2. Planning began in July 2016 with MACAC and MSFAA.

Nominations

Objective 1: Recruit qualified members to serve on MACRAO leadership – *Accomplished*

Professional Development

Objective 1: Gain more active committee members – *Ongoing*

Objective 2: Host Professional Development Workshop - *Ongoing*

Objective 3: Submit 6-8 session ideas for annual conference - *Accomplished*

Registrar Practices

Objective 1: Host Spring Drive-In 2016 – *Accomplished*

Met budget, engaged participants, met registration numbers.

Objective 2: Review/revise FERPA brochure - *Ongoing*

Objective 3: Recruit additional, active members on the committee, including the next co-chair – *Ongoing*

Added new members in 2016.

Objective 4: MACRAO Annual Conference session submissions – *Accomplished*

Had topics presented at Annual Conference

Secondary School Relations

Objective 1: Provide networking opportunities in all territories - *In Progress*

Started by accomplishing a few meet-ups and planning for more.

Objective 2: Hold a NPW – *Accomplished*

Held a successful workshop.

Objective 3: MACRAO Annual Conference session submissions - *Accomplished*